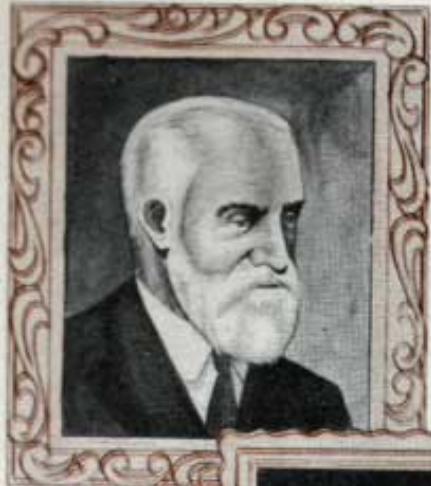




PIPES

by
Bertram

920 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.



3 GENERATIONS

BERTRAM I, founder of the House of Bertram, who brought old-world Pipe Craft to this country.



BERTRAM II, who served presidents, ambassadors, diplomats, statesmen and other dignitaries throughout the world.



BERTRAM III, now carrying on the Family Tradition of the House of Bertram. Also conducting a training program in Pipe Craft for disabled veterans at his shop.*

*(This program has received honorable mention by Stars & Stripes, American Legion Magazine, Readers' Digest, Handicap Magazine, and other leading magazines.)



NOT JUST A PIPE BUT A . . .

FAMILY TRADITION

Many times over you've heard the remark, "It runs in the family." Well, here's an instance where that phrase literally rings true! And it goes even further than that.

For Pipe Making, in addition to "running in the Bertram Family," has become a real Family Tradition; and not only a highly developed art but a science as well: The Science of creating the pipe that will bring the utmost enjoyment to the Pipe Smoker. Bertram the First, founder of the House of Bertram, came to this country well equipped for the highly specialized craft of Pipe Making. He brought with him rich lore, ancient legendary, time honored tradition and closely guarded family secrets of this fine old European Art. And it was upon these that he established what today is recognized as the finest name in Pipe Making. Discriminating Smokers the world over have come to respect the Bertram name as representing the very ultimate in Pipe Smoking enjoyment.

This is the Family Tradition of the House of Bertram, the Tradition of over three generations of distinguished Pipe Making . . . beginning with Bertram the First, and continuing through Bertram the Second on down to Bertram the Third, sole Owner and Proprietor.

What does all this mean to You, the Smoker? Just this: In all the world there is no finer pipe than a Pipe by Bertram. And there are a number of reasons for this, in addition to the Family Tradition behind each Pipe by Bertram.

First, your Pipe by Bertram is created from the very finest of Algerian Briar, specially imported by Bertram, carefully selected for perfection and then cured, seasoned and aged for many years.

This is vastly important for all the materials used in pipe making, none equals Algerian Briar. This is because Algerian Briar is tougher, and more porous than any other briar and it is this porous quality that absorbs the heat and moisture, thereby producing a cool, dry, mellow smoke.

Second, the curing, seasoning and aging of the porous Algerian Briar root is accomplished by the exclusive Bertram Family Method—a process known only by Bertram the Third, and passed down to him by his Father and Grandfather. This secret process removes all the saps, foreign materials and impurities from the briar root and it is from this flawless Algerian Briar that your Pipe by Bertram is created.

Third, Pipes by Bertram are never painted, stained or varnished.

Nor is any foreign substances applied that could possibly clog the pores of the briar. This means there is no need for breaking in, no bitterness of any kind, but immediate smoking pleasure from your very first puff. What's more, your Pipe by Bertram will never bite your tongue.

After smoking your Pipe by Bertram for a short time, you will notice your pipe "sweating." Then you see the result of the pores of the briar in "action," absorbing the heat and moisture of the smoke and allowing it to evaporate. Also, your Pipe by Bertram will commence to turn a rich, dark, cherry mahogany color that will become more and more pronounced with age, and your smoke more mellow.

You may ask, "Why are Pipes by Bertram priced so low?" The answer is simple: BERTRAM HAS NO MIDDLEMAN'S PROFIT, no other retail outlet except his own. Thus your Pipe by Bertram comes direct from the master craftsman to you, the discriminating smoker . . . sensibly priced.

Once you start smoking your Pipe by Bertram you will never be satisfied with any other. And if you are a Pipe Collector your collection won't be complete without several Bertram Originals.

In either case you, like thousands of other Bertram-wise pipe smokers, will agree that if a better pipe is to be had, that pipe is a Pipe by Bertram.

THE CARE OF YOUR PIPE



by
BERTRAM

BEFORE SMOKING YOUR PIPE by BERTRAM the first time, moisten the inside of the bowl with the finger dipped in port or sherry wine. (If no wine is available use clear water.) Do not dip the entire pipe in either wine or water. Load the pipe fairly firm around the sides and light the entire surface evenly.

REMEMBER, it is not the man who gets the most smoke who derives the greatest benefit from his pipe, but the man who smokes slowly and coolly.

ANOTHER THING: DON'T ALLOW YOUR PIPE TO "CAKE" TOO MUCH. "Cake" is carbon and has a different degree of expansion than the briar. If left to accumulate in a pipe it frequently causes the bowl to crack. Your PIPE BY BERTRAM, being completely porous, requires no "cake" or carbon to absorb heat and moisture. The walls of the pipe perform that function, allowing only the coolest and driest of smoke to reach the mouth.

IT IS IMPORTANT that the pores of the briar be kept entirely flush. To clean your pipe we therefore suggest that an ordinary pipe cleaner be dipped about one-half its length into BERTRAM'S PIPE KLEEN or grain alcohol and the pipe thoroughly swabbed out with this dampened cleaner. You may also swab off the outside and inside of the bowl with the dampened cleaner. After allowing the pipe to dry for a moment wipe off the outside of the bowl with a soft cloth and you will be amazed at the beautiful luster that will be brought back to the bowl. We suggest that after cleaning in this manner that your pipe be allowed to dry out for at least 12 hours before again smoking. It is a good policy to continuously rotate your pipes in smoking so that each pipe will have a chance to dry out.

THE PERFECT SMOKE is the cool, dry smoke, since it is the heat and moisture in ordinary pipe smoke that causes the delicate tissues of the throat and mouth to become dry and irritated. Your PIPE BY BERTRAM gives you only a dry, cool smoke.

Bertram's
**REPAIR
SERVICE**



The Master Craftsman is the only person to whom you should entrust the repair of your favorite pipe. Bertram, in addition to turning the internationally famous Pipe by Bertram, maintains one of the most completely equipped and staffed Pipe Repair Departments in the world. No matter how badly broken or damaged your pipe may be, no matter what its make or condition, Bertram can repair it. If you will send us the pieces of your pipe, cigar or cigarette holder, Bertram will gladly quote you the price of its repair by return mail.

Bertram assures complete satisfaction on all repairs. Remember, NO pipe is beyond repair.

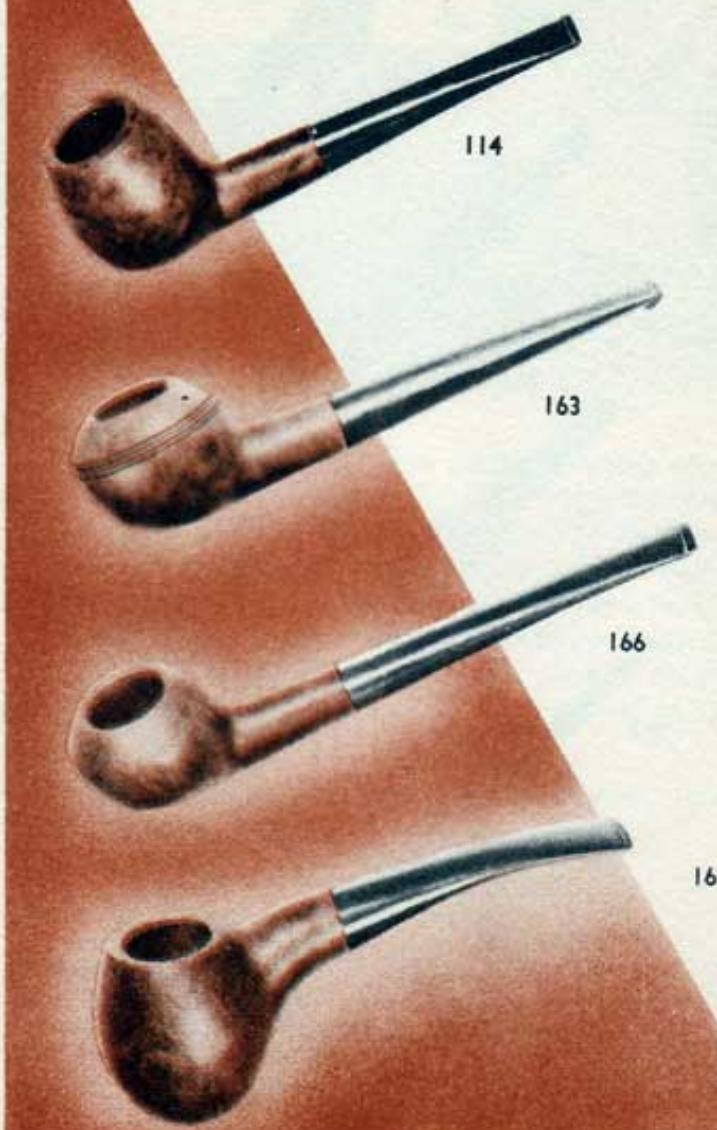
Bertram's
THE NATION'S PIPE MAKER
920 Fourteenth Street, N. W.
Washington 5, D. C.

Bertram's
PIPE SHAPES



For description and prices see pages 18 and 19

Bertram....



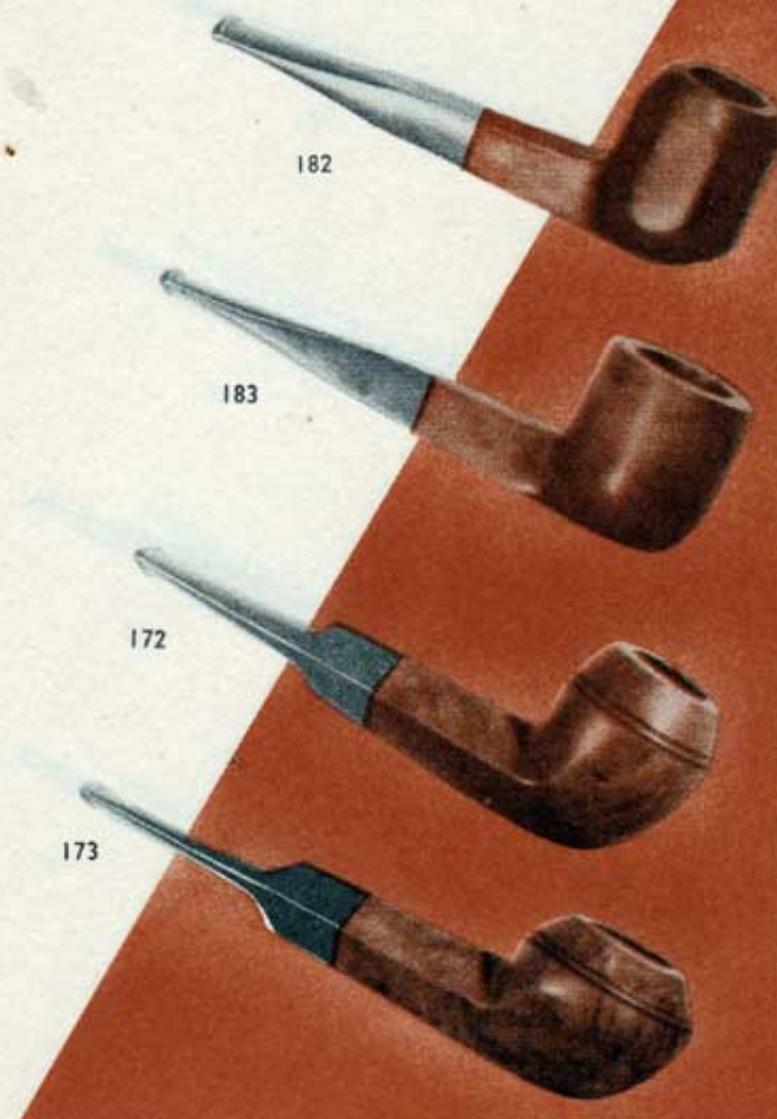
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PIPE SHAPES



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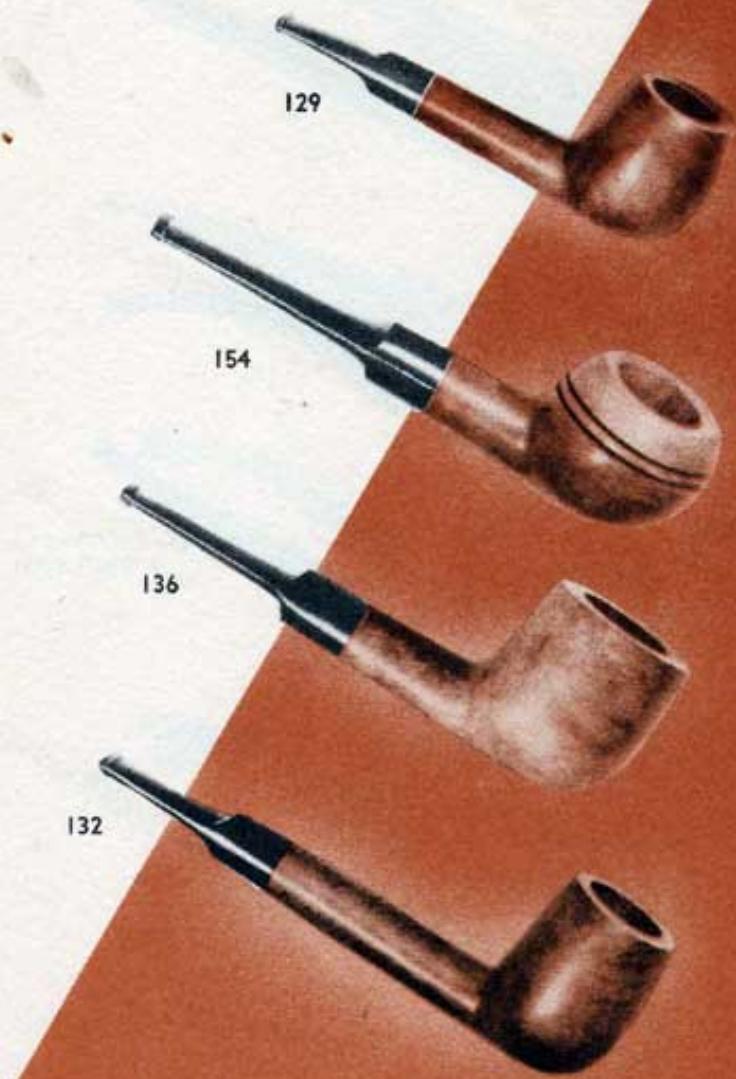
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For description and prices see pages 18 and 19

Bertram....



PIPE SHAPES



Bertram....



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135
OVAL
SHAPE BOWL

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PIPE SHAPES



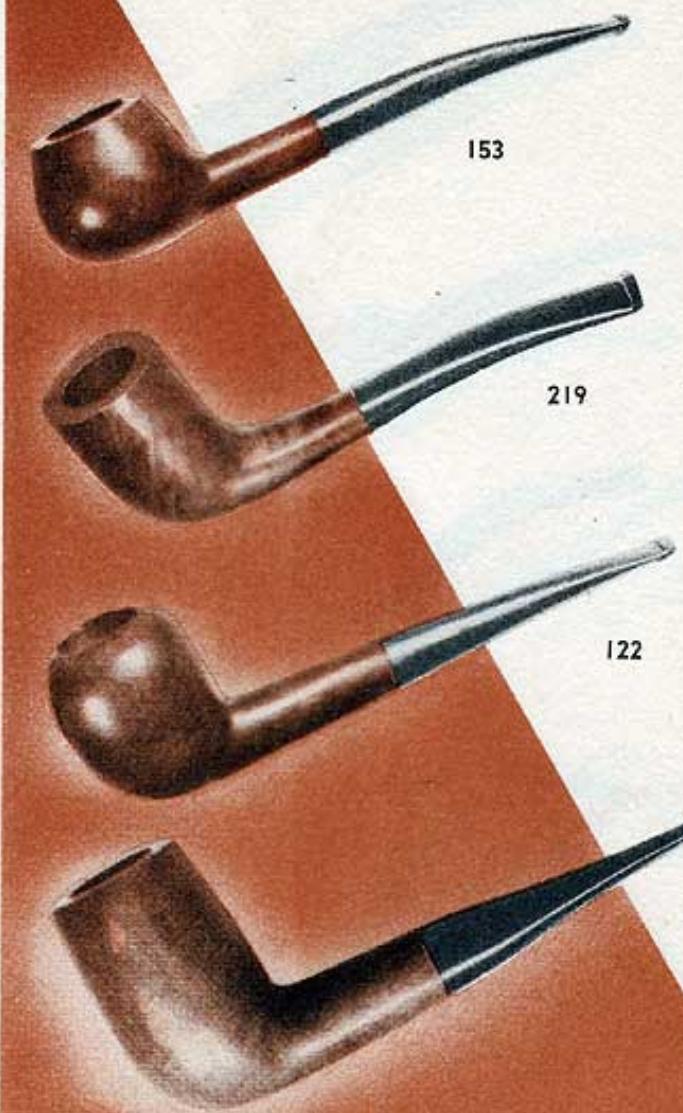
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Bertram....



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For description and prices see pages 18 and 19

PIPE SHAPES

231

Curved Stem shown.
Also available in
straight stem

216

Curved stem only

218

Smooth and Rustic
Carved

215



For description and prices see pages 18 and 19

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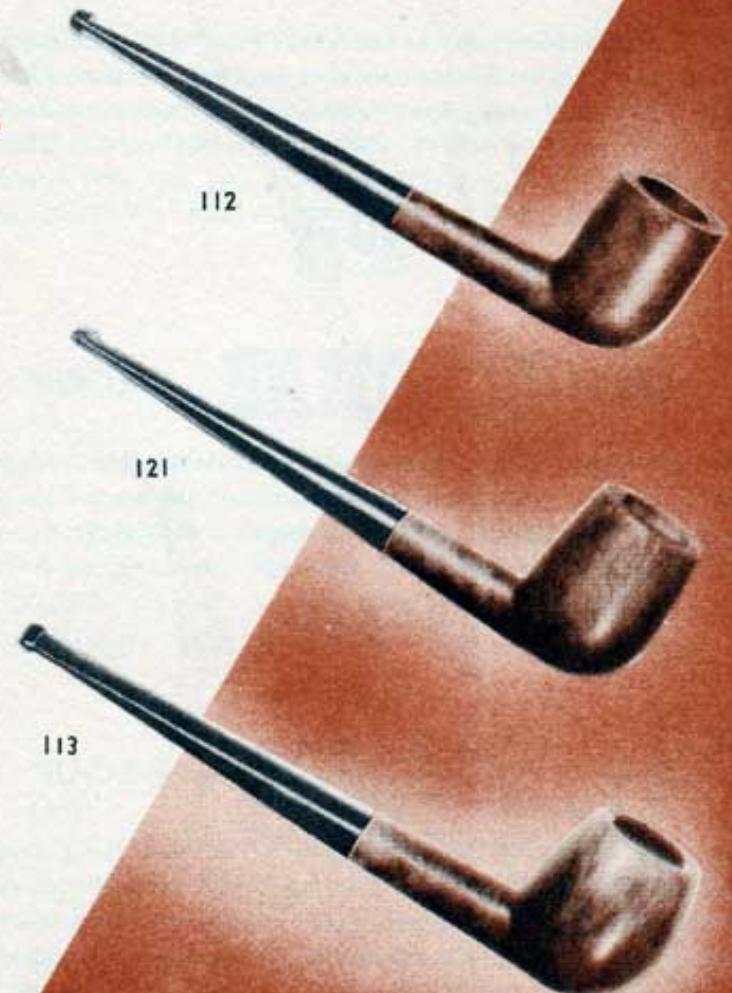
Bertram...



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For description and prices see pages 18 and 19

PIPE SHAPES



For description and prices see pages 18 and 19

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Bertram

THE EXECUTIVE GROUP

This smoking masterpiece is cut from "next to the heart" of the finest, choice selected, centuries-old, imported natural Algerian Briar. True perfection, hand turned and finished. Available in all shapes. NO PAINT! NO VARNISH! NO BREAKING IN!

\$10.00

THE DIPLOMAT GROUP

Only the choice selected burls of natural imported Algerian Briar having a high degree of porosity and absorption are used in this group. Available in all shapes. NO PAINT! NO VARNISH! NO BREAKING IN!

\$7.50

THE SENATOR GROUP

Expressed in deluxe natural imported Algerian Briar ranging from 100 to 150 years old. This aged burl creates real smoking perfection. Hand turned from natural imported Algerian Briar. Available in all shapes except number 215, which is available in rustic finish only.

NO PAINT! NO VARNISH! NO BREAKING IN!

\$5.00

PRICE GROUPS

THE JUDICIAL GROUP

The imported Algerian Briar used in the "Judicial" is no less than 50 years old, but is not as perfect and as porous as older and more expensive burls. Hand turned from genuine imported natural Algerian Briar. Available in all shapes except those numbered 188, 189, 116, 215, 218, 216, 231, 199, 236.

NO PAINT! NO VARNISH! NO BREAKING IN!

\$3.50

THE ENVOY GROUP

With occasional briar spots that merge with the grain as pipe colors a deep cherry mahogany from smoking. Hand turned from natural imported Algerian Briar. Available in all shapes except those numbered 161, 133, 188, 189, 116, 215, 218, 216, 231, 199, 236.

NO PAINT! NO VARNISH! NO BREAKING IN!

\$2.50

THE CAPITOL GROUP

With imperfections that in no way impair the smoking quality. Hand turned in natural imported Algerian Briar. Available in all shapes except those numbered 221, 181, 217, 161, 183, 133, 188, 189, 116, 215, 218, 216, 231, 199, 236.

NO PAINT! NO VARNISH! NO BREAKING IN!

\$1.50

Bertram's STRAIGHT GRAINS KING of PIPES

The Straight Grain Pipe is the most perfect pipe obtainable, truly the King of Pipes. BERTRAM carves his natural straight grain pipes from the very center of the Algerian Briar Root, and since the center of the root is the heart or "feeder", less saps and resin are present, and, therefore, the heart of the root gives us the most porous and absorbent of pipes.

The superiority of the natural Straight Grain PIPE BY BERTRAM is immediately apparent to the really discriminating pipe smoker, in appearance and smoking qualities. And, after the pipe has colored, the beauty of the natural straight grain is, of course, greatly emphasized.

As the shape of the pipe is determined by the direction of the grain, it is impossible to match any particular shape exactly. Care will be taken, however, to comply with the shape you designate as nearly as possible.

Are Priced at \$10, \$12, \$15, \$20, \$25

ANY OF THE MODELS SHOWN IN THIS CATALOGUE CAN BE FURNISHED IN BERTRAM'S STRAIGHT GRAIN. PLEASE GIVE FIRST AND SECOND CHOICE (By model number). ALSO PRICE DESIRED.

TRAVEL PIPE KIT

Custom Styled by Bertram



AVAILABLE IN

2-Pipe Case, complete with Pipes and Accessories.....	\$17.50
4-Pipe Case, complete with Pipes and Accessories.....	\$35.00

Bertram TOBACCO

The expert in pipe craft is the most competent judge of the proper and the finest tobaccos to offer the greatest satisfaction in your PIPE by BERTRAM. Your Expert, BERTRAM does know, because he insists upon your pipe satisfaction. To secure this satisfaction in *your* pipe, BERTRAM suggests the following blends to meet your individual taste, and in addition, a personal blending service for your own formula.



BERTRAM'S CAPITOL BLEND. A smooth, mild blend of Burley, Latakia and Virginia tobaccos, slightly aromatic. Outstanding in this price class. Will not bite the tongue.

8-oz. airtite can	70c
16-oz. airtite can	\$1.35
Trial size package (1½ oz.)	15c
Plus Postage	



BERTRAM'S SENATE BLEND. A blend of the finest domestic and imported Irish Shag tobaccos. Extra slow burning. For the smoker who smokes a "hot" pipe.

8-oz. airtite can	\$1.55
16-oz. airtite can	\$3.00
Trial size package (1½ oz.)	30c
Plus Postage	



BERTRAM'S CONGRESSIONAL MIXTURE. A blend of straight type imported and domestic pipe cut tobaccos. Pungent, free-burning. NO AROMATICS.

8-oz. airtite can	\$1.45
16-oz. airtite can	\$2.75
Trial size package (1½ oz.)	25c
Plus Postage	

Bertram's TOBACCOS



BERTRAM'S EMBASSY BLEND. Embodies the highest form of Old World skill in tobacco blending. Contains White Burley, matured English Virginia, Louisiana Perique, Yenidje and Yaki Turkish, and the finest Syrian Latakia. Free of molasses and saltpetre. A real man's tobacco.

8-oz. airtite can	95c
16-oz. airtite can	\$1.80
Trial size package (1½ oz.)	20c

Plus Postage



BERTRAM'S DIPLOMAT BLEND. A real Shag type cut tobacco. Diplomat Blend is a carefully selected blend of premier quality, Virginia (aged four years or more), Syrian Latakia, Louisiana Perique and choicest Besha Bagli Turkish, from the famous Xanthi District. A real man's tobacco. Free of molasses and saltpetre.

8-oz. airtite can	\$1.35
16-oz. airtite can	\$2.50
Trial size package (1¼ oz.)	30c

Plus Postage



BERTRAM'S ENVOY BLEND. An English type blend, expertly blended from the finest imported Turkish and matured Virginia, with no artificial ingredients. Delightfully mild with its own natural aroma.

8-oz. airtite can	\$1.55
16-oz. airtite can	\$3.00
Trial size package (1½ oz.)	30c

Plus Postage

Bertram's TOBACCOS



BERTRAM'S BALKAN LEGATION BLEND. A blend of choicest matured English Virginia and the finest Balkan tobaccos: Yenidje, Dubeck, Yaki and Syrian Latakia. Its mellowness, flavor and aroma are a revelation to the connoisseur of fine tobaccos. Guaranteed to be absolutely free of artificial flavoring or adulteration.

8-oz. airtite can	\$1.85
16-oz. airtite can	\$3.50
Trial size package (1¼ oz.)	30c

Plus Postage



BERTRAM'S BOUQUET BLEND. A highly aromatic blend. Smooth to the palate and kind to the tongue—a mild Bouquet of the finest aromatic tobaccos procurable. BERTRAM'S BOUQUET is famous throughout the world for its smoothness, mildness and pleasing after-taste.

8-oz. airtite can	\$1.15
16-oz. airtite can	\$2.25
Trial size package (1¼ oz.)	30c

Plus Postage



BERTRAM'S PERSONAL BLEND No. 100. A blend of the purest tobaccos, coarse cut. Finest Kentucky Burley base. Cannot bite the tongue.

8-oz. airtite can	\$1.15
16-oz. airtite can	\$2.25
Trial size package (1½ oz.)	25c

Plus Postage

Bertram &
920 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

RETURN POSTAGE GUARANTEED

Sec. 562, P.L. and R.

To